

WHAT IS CLAIMED IS:

1. A method of personalizing a stored value card, the method comprising:
  - selecting a sticker from a group of stickers associated with the stored value card;
  - removing the selected sticker from the group of stickers; and
  - applying the selected sticker to the stored value card, to personalize the stored value card.
2. The method of claim 1, wherein the removing comprises removing the selected sticker from a group of stickers supported by a substrate, the substrate also supporting the stored value card.
3. The method of claim 2, further comprising detaching a portion of the substrate that supports the group of stickers.
4. The method of claim 1, further comprising opening a sticker booklet to view the group of stickers.
5. The method of claim 1, further comprising presenting the stored value card to an employee of a retail store for activation of the stored value card.
6. The method of claim 1, wherein the stored value card is a gift card for presentation as a gift to a recipient; further wherein the selecting comprises selecting a sticker that conveys a message related to the gift.

7. The method of claim 1, further comprising removing a label from the stored value card before applying the selected sticker to the stored value card.
8. The method of claim 1, further comprising personalizing the selected sticker by manually writing on the selected sticker.
9. The method of claim 1, wherein the removing comprises peeling off the selected sticker.
10. A method of encouraging customization of a financial transaction card by a customer, the method comprising:
  - displaying the financial transaction card to the customer; and
  - displaying indicia directing the customer to customize the financial transaction card with a selected message, the message being selectable by the customer from a group of messages.
11. The method of claim 10, wherein the financial transaction card is a stored value card; further wherein the displaying the stored value card occurs at the point-of-sale in a retail sales environment.
12. The method of claim 10, wherein the group of messages comprises a group of stickers for application to the financial transaction card.
13. The method of claim 10, further comprising displaying indicia directing the customer to physically adhere to the financial transaction card a selected message from the group of messages.

14. The method of claim 10, further comprising displaying indicia directing the customer to remove a label from the financial transaction card and/or to replace the removed label with the selected message.
15. The method of claim 10, further comprising displaying a substrate that supports the financial transaction card, the indicia and the group of messages.
16. The method of claim 10, wherein the financial transaction card is a gift card; the method further comprising displaying an activation area of the gift card for loading of the gift card with monetary value.
17. A method of making a customizable stored value card assembly, the method comprising:
  - adhering the customizable stored value card to a substrate; and
  - adhering a group of messages to the substrate, at least one of the messages being physically removable from the group of messages for application to the stored value card for customizing the stored value card.
18. The method of claim 17, further comprising displaying an activation area of the stored value card through an opening in the substrate, the activation area being adapted for loading of the stored value card with monetary value.
19. A gift card assembly, comprising:
  - a substrate;

a gift card supported by the substrate, the gift card defining an activation area adapted for loading of the gift card with monetary value; and

a sticker group supported by the substrate, the sticker group comprising stickers for physical application to the gift card.

20. The assembly of claim 19, wherein the substrate defines an opening for display of the activation area.

21. The assembly of claim 20, wherein the activation area includes a bar code.

22. The assembly of claim 19, wherein the substrate is a tri-fold substrate defining two fold lines.

23. The assembly of claim 19, wherein the substrate defines a detach line adapted to allow physical separation of a portion of the substrate supporting the sticker group from a remainder of the substrate.

24. The assembly of claim 19, wherein the sticker group comprises a sticker booklet.

25. The assembly of claim 19, wherein the stored value card is removably adhered to the substrate.

26. A financial transaction card package, comprising:

a backing;

a financial transaction card removably attached to the backing; and

a group of personalization messages supported by the backing, the personalization messages comprising an adhesion surface adapted for releasable connection to the backing and for adhesion to the financial transaction card.

27. The package of claim 26, wherein the personalization messages include indicia congratulating a recipient of the financial transaction card.

28. The package of claim 26, wherein the personalization messages include pre-printed stickers and generally blank stickers.

29. The package of claim 26, wherein the group of personalization messages comprises a sticker booklet.

30. Apparatus for allowing personalization of a financial transaction card, comprising:

means for presenting a group of personalization messages for application to the financial transaction card;

means for allowing removal of a selected personalization message from the group of personalization messages; and

means for allowing application of the selected personalization message to the financial transaction card, to personalize the financial transaction card.